



*California Avocado-Mango Stuffed Chicken*

## Foodservice Restaurant Chain Promotions

**M**aking sure Applebee's, Denny's, California Pizza Kitchen and other top restaurant chains feature fresh California avocados in season is the number one priority for the California Avocado Commission's foodservice team because promotion-committed chains guarantee steady purchases — both in the west and across the nation — throughout the California season.

To ensure a strong menu promotion season for California avocados, the CAC team begins preparations well before the season starts. First, the team reviews their list of chain targets to assess each chain's culinary capabilities (kitchen setup, ingredients in house, etc.), price point and menu direction. Next, the team and their culinary consultant consider likely menu extensions (creating avocado items

## 2014 SUCCESSES

In 2013, custom presentations resulted in 20+ successful promotions in 2014, among them:

Denny's (1,571 locations)  
*Avocado Bacon Omelette*

Subway (Southern California, 1,550 locations)  
Add California avocado to any sandwich

El Pollo Loco (415 locations)  
Avocado Salad promotion

Which Wich (303 locations)  
Add California avocado to any sandwich

Fuzzy's Taco Shops (100 locations)  
*BLT&A Taco*

Habit Burger (90 locations)  
*Santa Barbara Char Burger with California Avocado*

extrapolated from current menu staples) and a selection of menu innovations that fit the chain's culinary and customer style. The team then meets with the chain's research and development chefs at their culinary center to present 10-12 new menu concepts for review and tasting. Once the promotion plans are in place, CAC's team connects with the handler to confirm availability of fruit and timing.

## 2015 PREVIEW

In 2014, the CAC foodservice team made customized menu concept presentations to the leading chains listed below. Look for menu items featuring fresh California avocados on their menus in 2015:

Applebee's (2,000 locations)  
Denny's (1, 571 locations)  
Buffalo Wild Wings (840 locations)  
Culver's (500+ locations)  
Noodles & Co. (327 locations)  
California Pizza Kitchen (197 locations)  
Souplantation (128 locations)  
Marie Callender's (75 locations)  
Maggiano's (50 locations)



*Applebee's Culinary Team samples Pork Belly Taquitos with Fresh California Avocado which was created and prepared by Chef Dave Woolley (far left).*

The optimal scenario is immediate acceptance and adoption of the proposed fresh avocado menu items. However, the more likely outcome is a negotiated compromise between chain corporate chefs and the CAC marketing team. The final dish showcased on the chain's menu as a limited time offer (LTO) is supported with regional or national print, direct mail, online and/or TV-radio advertising and promotion. The best-case scenario is to have successful LTOs repeated annually or permanently added to the menu. 🥑



*California Avocado Hummus*